METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
Gary KAISER et al.
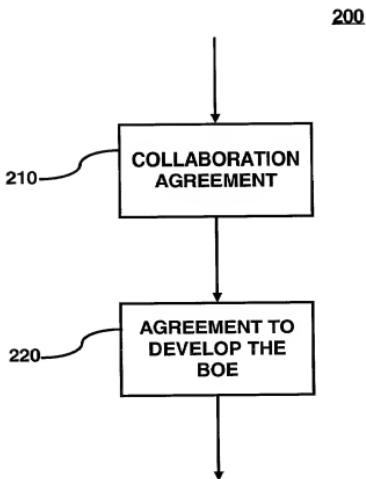HP Docket No.: 10016423-1
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FIG. 1

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
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200

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        ┌──────────────────┐
  210 ──┤  COLLABORATION   │
        │    AGREEMENT     │
        └──────────────────┘
                │
                ▼
        ┌──────────────────┐
  220 ──┤  AGREEMENT TO    │
        │  DEVELOP THE     │
        │      BOE         │
        └──────────────────┘
                │
                ▼
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FIG. 2

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
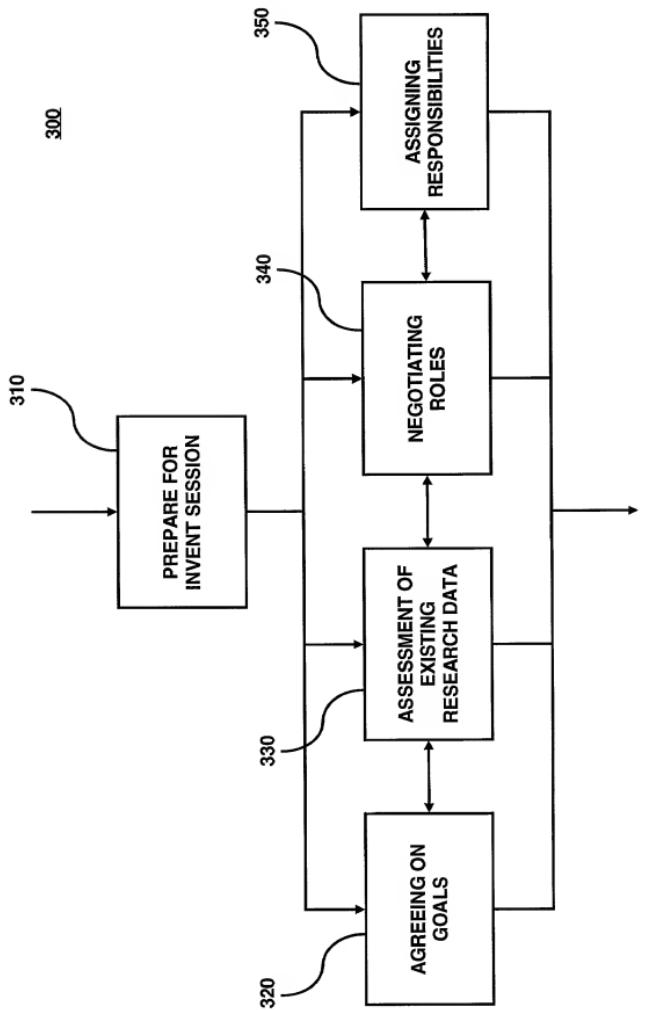Gary KAISER et al.
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FIG. 3

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
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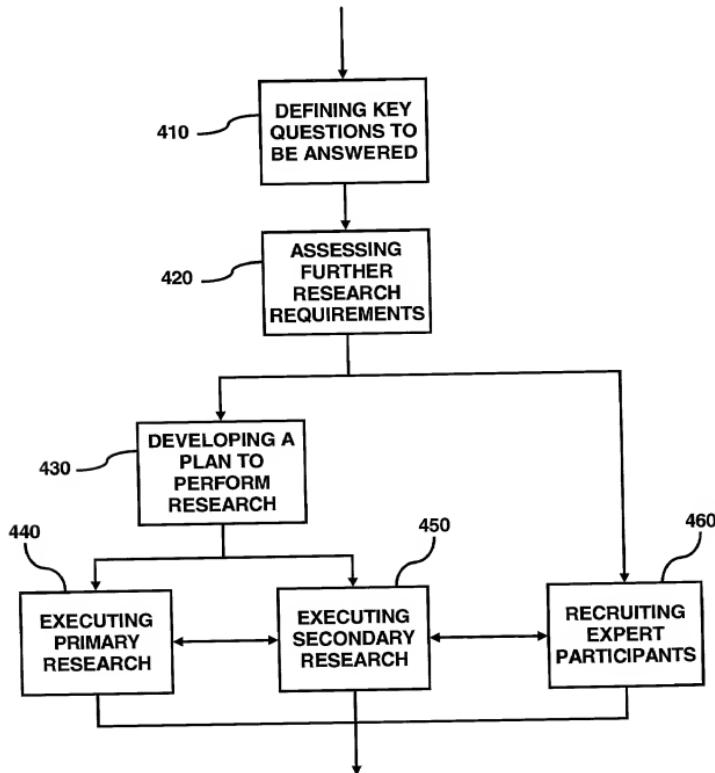
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FIG. 4

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
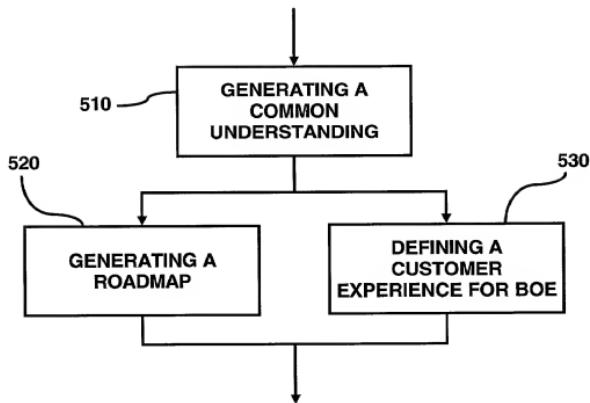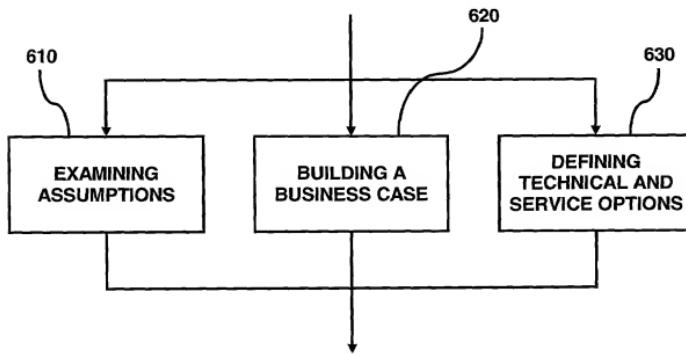Gary KAISER et al.
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500

GENERATING A
COMMON
UNDERSTANDING — 510

520

GENERATING A
ROADMAP

530

DEFINING A
CUSTOMER
EXPERIENCE FOR BOE

FIG. 5

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
Gary KAISER et al.
HP Docket No.: 10016423-1
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600

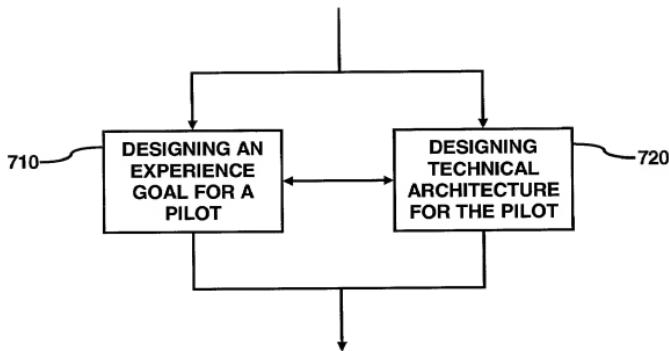
FIG. 6

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
Gary KAISER et al.
HP Docket No.: 10016423-1
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700

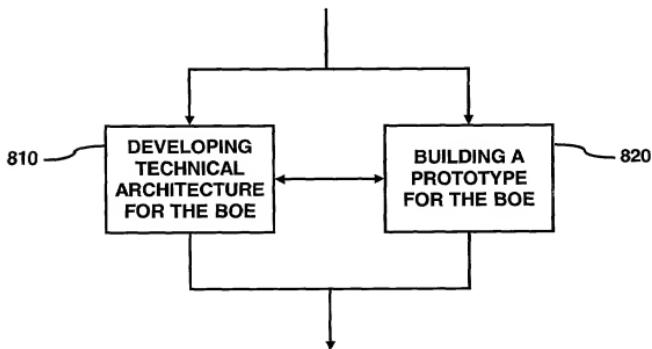710 — DESIGNING AN EXPERIENCE GOAL FOR A PILOT ⟷ DESIGNING TECHNICAL ARCHITECTURE FOR THE PILOT — 720

FIG. 7

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
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<u>800</u>

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            ┌──────────────┬──────────────┐
            │                             │
            ▼                             ▼
   ┌─────────────────┐         ┌─────────────────┐
810│   DEVELOPING    │         │   BUILDING A    │820
   │    TECHNICAL    │◄───────►│    PROTOTYPE    │
   │  ARCHITECTURE   │         │  FOR THE BOE    │
   │   FOR THE BOE   │         │                 │
   └─────────────────┘         └─────────────────┘
            │                             │
            └──────────────┬──────────────┘
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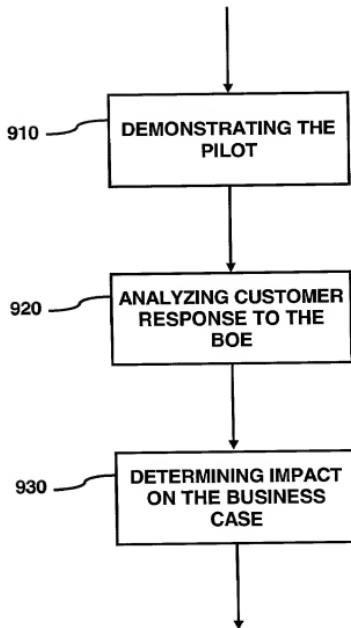
FIG. 8

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
Gary KAISER et al.
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<u>900</u>

910 — DEMONSTRATING THE PILOT

920 — ANALYZING CUSTOMER RESPONSE TO THE BOE

930 — DETERMINING IMPACT ON THE BUSINESS CASE

FIG. 9

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
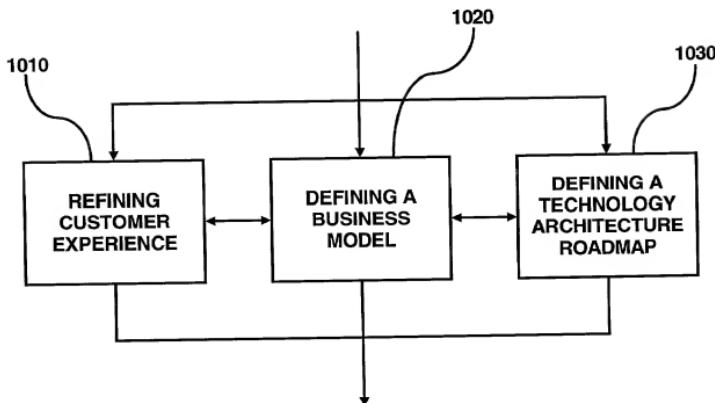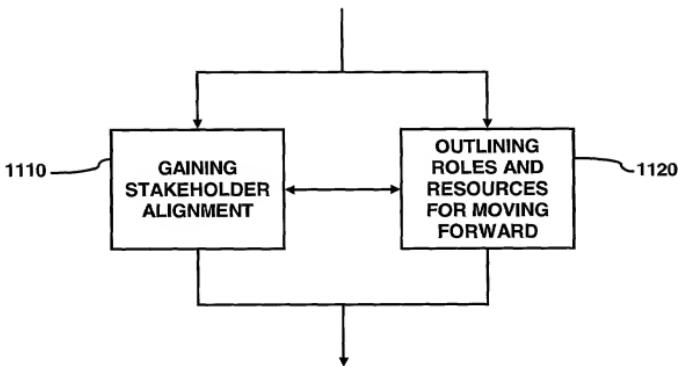Gary KAISER et al.
HP Docket No.: 10016423-1
10/13

1000

1020

1010

1030

| REFINING CUSTOMER EXPERIENCE | DEFINING A BUSINESS MODEL | DEFINING A TECHNOLOGY ARCHITECTURE ROADMAP |

FIG. 10

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
Gary KAISER et al.
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11/13

1100

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          ┌──────────────┐        ┌──────────────┐
1110 ──   │   GAINING     │ ◄────► │  OUTLINING    │  ── 1120
          │ STAKEHOLDER   │        │  ROLES AND    │
          │  ALIGNMENT    │        │  RESOURCES    │
          │               │        │ FOR MOVING    │
          │               │        │  FORWARD      │
          └──────────────┘        └──────────────┘
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FIG. 11

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
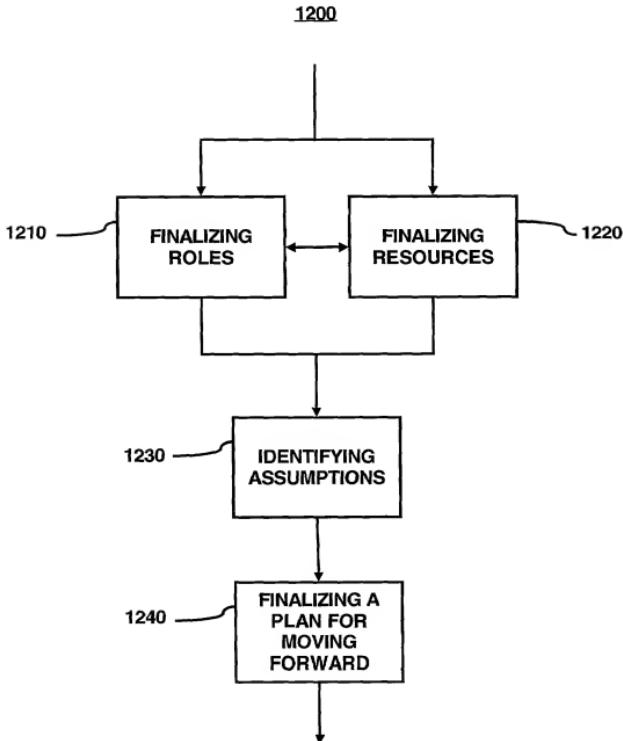Gary KAISER et al.
HP Docket No.: 10016423-1
12/13

1200

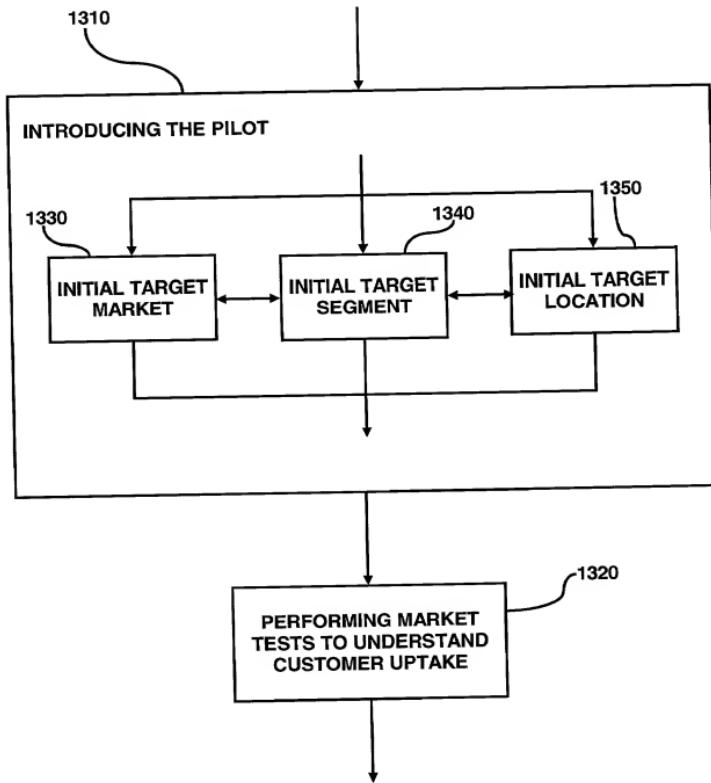*FIG. 12*

METHOD FOR DEVELOPING A STRATEGIC
CUSTOMER-VALUE-DRIVEN PLAN TO CREATE
HIGH GROWTH BUSINESS OPPORTUNITIES
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FIG. 13